C R E A T I V E

COOKING WITH VELVEETA

Velveeta process cheese spread. Made with a blend of natural cheeses plus other wholesome ingredients, its great taste has become an everyday favorite.

Today, Velveeta products are the main ingredient in a wide variety of easy, delicious recipes that provide more good meals and memories. From appetizers to entrées, the golden touch of Velveeta products adds flavor to an entire book full of family-pleasing favorites.

Velveeta process cheese spread. It's golden. It's delicious. And it's an easy way to start expanding your menu.

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SNACKS AND APPETIZERS

TREASURE CHEST DIP

(pictured)

1 (1½-lb) round sourdough bread loaf
SQUEEZE PARKAY Margarine
½ lb VELVEETA Pasteurized Process Cheese Spread, cubed
1 4½-oz. can tiny cocktail shrimp, drained, rinsed
2 hard-cooked eggs, chopped
¼ cup chopped celery
½ cup KRAFT Real Mayonnaise
2 tablespoons milk
¼ teaspoon dill weed

Cut slice from top of bread loaf; remove center leaving 1-inch shell. Cut removed bread into bite-size pieces. Brush inside of shell and top of slice with margarine. Cover with top. Place on cookie sheet. Bake at 350°F 20 minutes or until hot. Place reserved bread on cookie sheet during last 5 minutes of baking. Combine Velveeta cheese spread, shrimp, eggs, celery, mayonnaise and milk in saucepan. Stir over low heat until cheese spread is melted. Spoon into bread loaf. Serve hot with bread pieces and vegetable dippers.

6 to 8 servings

APPLE BITES

½ cup chopped apple
½ cup raisins
¼ cup plain yogurt
¼ cup chopped nuts
¼ teaspoon cinnamon
12 LENDER'S Pre-Sliced Frozen Plain Bagelettes, thawed
6 VELVEETA Slices Pasteurized Process Cheese Spread cut into quarters

Combine apples, raisins, yogurt, nuts and cinnamon; mix lightly. Top bagelette halves with apple mixture and Velveeta cheese spread. Broil until cheese spread begins to melt.

24 appetizers

HAM 'N CHEESE MINIS

8 small dinner rolls
¼ cup Soft PARKAY Margarine
1 tablespoon KRAFT Pure Prepared Mustard
1 tablespoon poppy seed
8 boiled ham slices, folded into quarters
4 VELVEETA Slices Pasteurized Process Cheese Spread, cut into quarters

Bake rolls according to package directions. Combine margarine, mustard and poppy seed; mix well. Spread rolls with margarine mixture; fill with remaining ingredients. Place on cookie sheet; cover with foil. Bake at 350°F, 10 to 15 minutes or until Velveeta cheese spread is melted.

8 sandwiches

BUENOS NACHOS

(pictured)

1 8-oz. pkg. PHILADELPHIA BRAND Cream Cheese, softened
¼ cup guacamole
½ cup sour cream
Tortilla chips
½ lb. VELVEETA Mexican Pasteurized Process Cheese Spread with Jalapeno Pepper, cubed
3 tablespoons milk
2 tablespoons green onion slices
½ cup chopped tomato
¼ cup pitted ripe olive slices

Combine cream cheese, guacamole and sour cream, mixing until well blended. Spread cream cheese mixture onto serving platter; top with chips. Combine Velveeta Mexican cheese spread, milk and onions in saucepan; stir over low heat until cheese spread is melted. Cover chips with cheese spread mixture; top with tomatoes and olives.

6 servings

ANTIPASTO PRONTO

(pictured)

½ cup chopped onion
1 tablespoon PARKAY Margarine
1 8-oz. pkg. PHILADELPHIA BRAND Cream Cheese, cubed
½ cup milk
½ lb. VELVEETA Pasteurized Process Cheese Spread, cubed
3 oz. pepperoni, chopped
¼ cup (1 oz.) KRAFT Grated Parmesan Cheese
Chopped parsley

In saucepan, sauté onions in margarine. Add cream cheese and milk; stir over low heat until cream cheese is melted. Stir in Velveeta cheese spread, pepperoni and parmesan cheese; heat thoroughly, stirring occasionally. Top with parsley. Serve with chips or vegetable dippers.

2½ cups

MICROWAVE: Reduce milk to ¼ cup. Microwave onion and margarine in 1½-quart casserole or bowl on High 1 to 2 minutes or until onions are tender, stirring every minute. Stir in cream cheese and milk; microwave 1 to 2 minutes or until sauce is smooth, stirring every minute with wire whisk or wooden spoon. Stir in Velveeta cheese spread, pepperoni and parmesan cheese; microwave 2 to 4 minutes or until thoroughly heated, stirring every minute. Top with parsley.

SOUPS AND SANDWICHES

MUFFIN DIVAN

2 cups chopped cooked chicken
1 cup mushroom slices
½ cup pimiento sauce
¼ cup KRAFT Real Mayonnaise
2 tablespoons green onion, sliced
3 English muffins, split, toasted
1 cup chopped cooked broccoli
6 VELVEETA Extra Thick Slices Pasteurized Process Cheese Spread

Combine chicken, mushrooms, pimiento sauce, mayonnaise and onions; mix lightly. Top muffin halves with chicken mixture and broccoli. Place on ungreased cookie sheet. Bake at 350°F, 10 minutes. Top with Velveeta cheese spread; continue baking until cheese spread begins to melt.

6 sandwiches

SOUPER BOWL BREW

(pictured)

2 cups cubed potatoes
1½ cups water
1 cup carrot slices
½ cup chopped onion
Dash of pepper
1 lb VELVEETA Pasteurized Process Cheese Spread, cubed
1 9-oz. pkg. frozen cut green beans, thawed, drained
½ cup beer
1 teaspoon dried marjoram leaves, crushed

Combine potatoes, water, carrots, onions and pepper. Cover; simmer 30 minutes or until vegetables are tender. Stir in remaining ingredients; continue heating until Velveeta cheese spread is melted.

Six 1-cup servings

Variation: Substitute milk for beer.

PERFECT PORK SANDWICH

½ cup green pepper strips
1 medium onion, sliced
2 tablespoons PARKAY Margarine
1 tablespoon dijon mustard
1 lb. thin roast pork slices
4 poppy seed buns, split
¼ lb. VELVEETA Mexican Pasteurized Process Cheese Spread with Jalapeno Pepper, sliced

Sauté vegetables in margarine. Stir in mustard. Add meat; mix lightly. Fill rolls with meat mixture and Velveeta Mexican cheese spread; wrap in foil. Bake at 350° 10 to 15 minutes or until thoroughly heated.

4 sandwiches

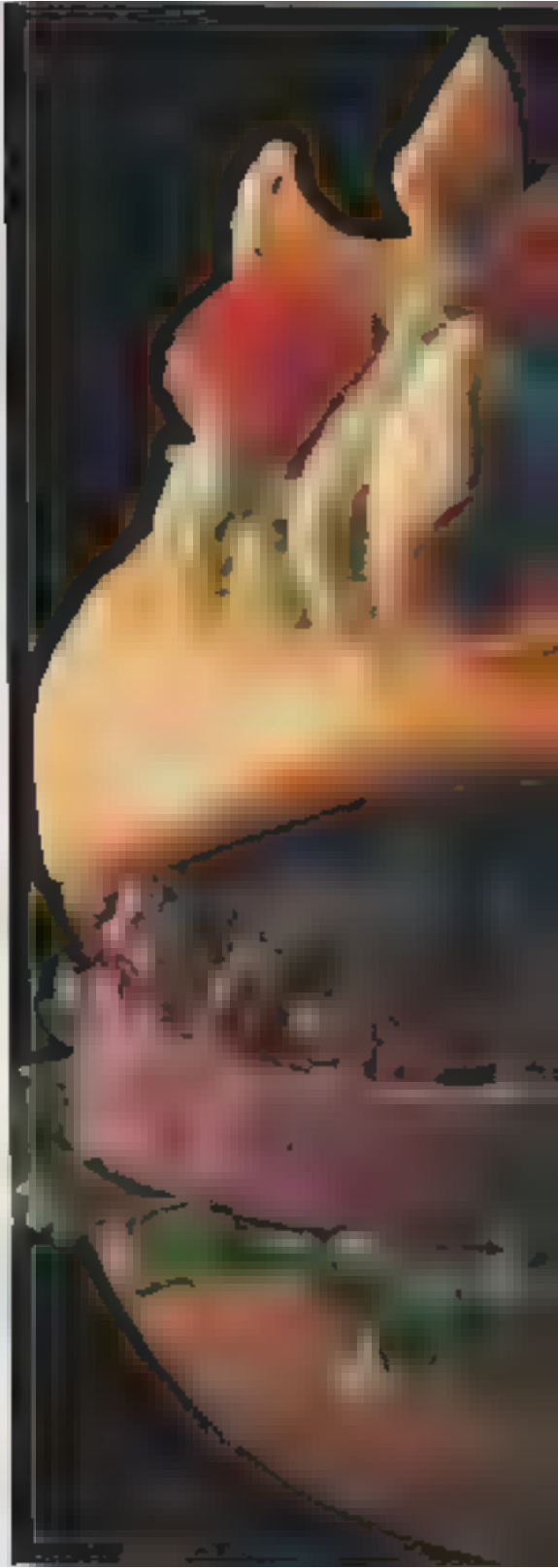
HEARTY CHOWDER

ACAPULCO MELT

EUROPEAN CROISSANT

POLYNESIAN PINEAPPLE PASTRIES

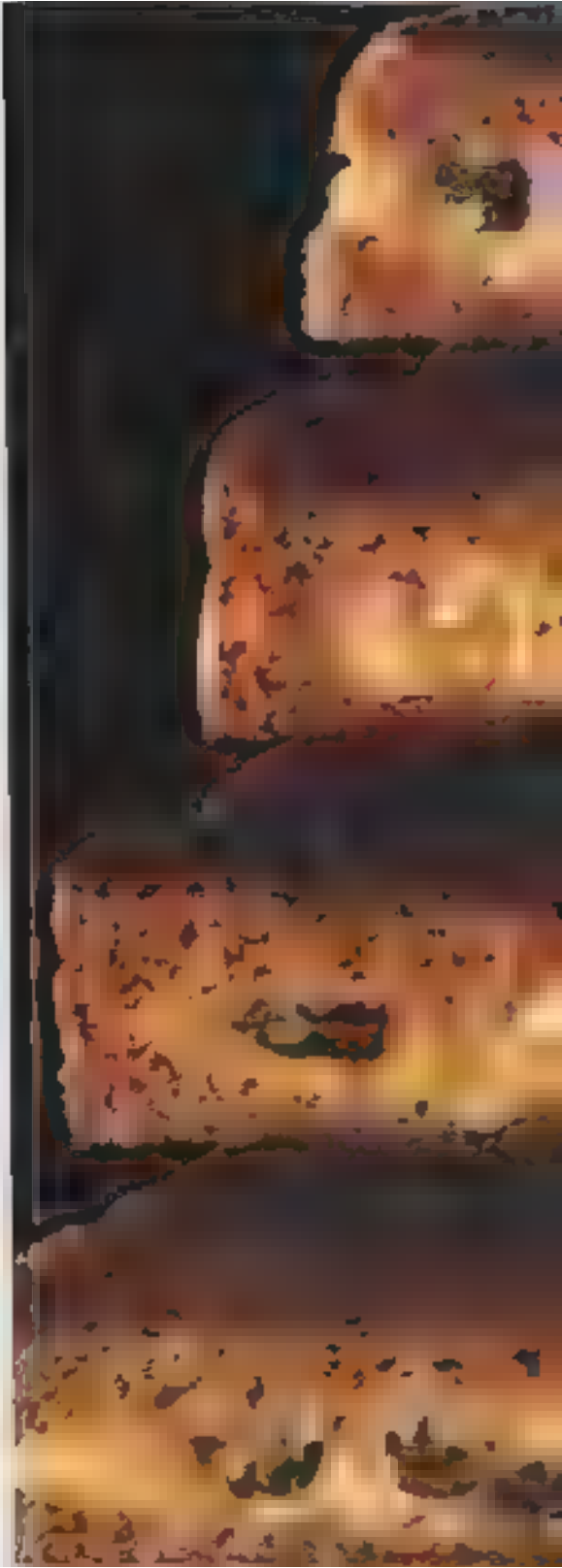
FIESTA BURGERS

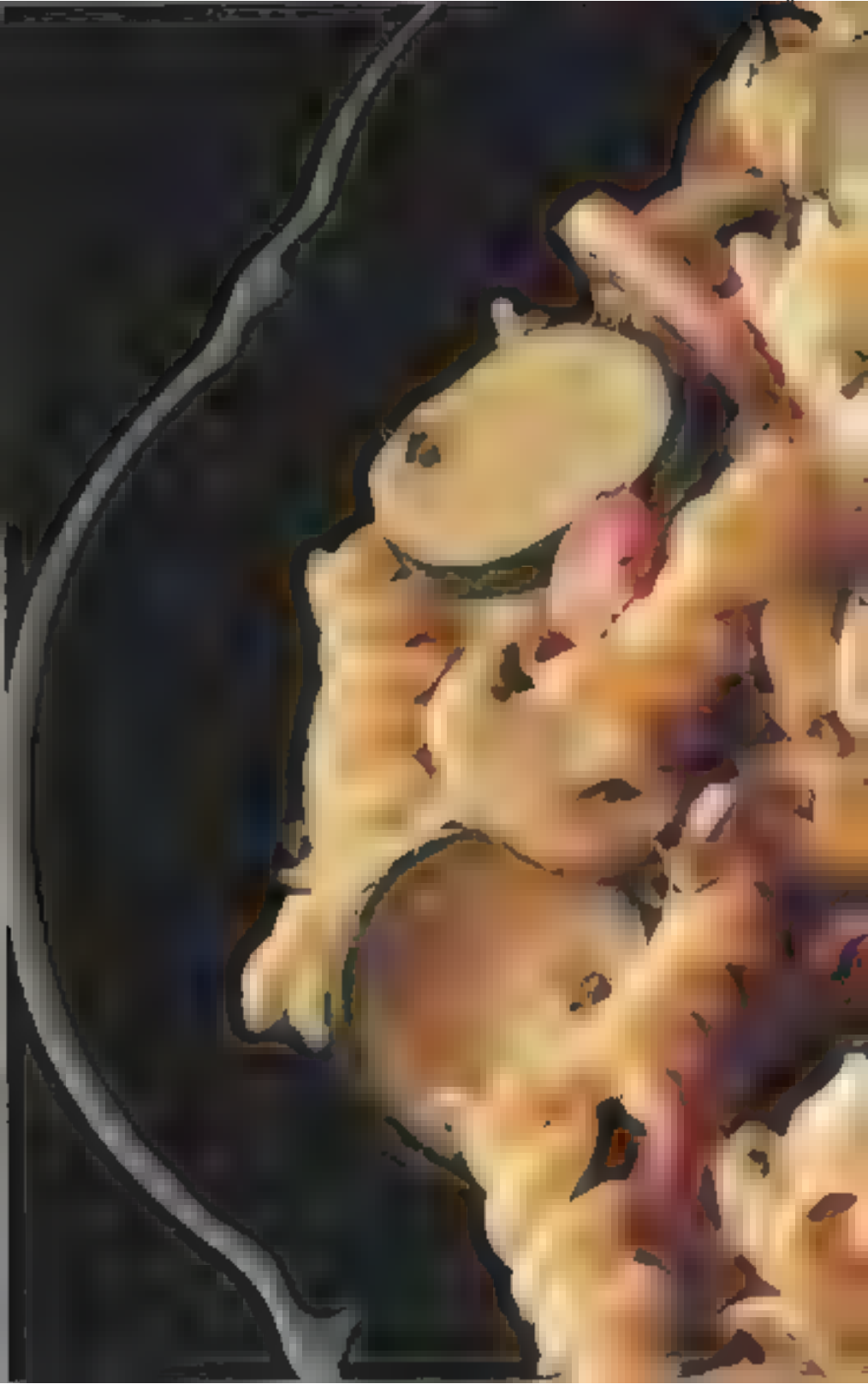


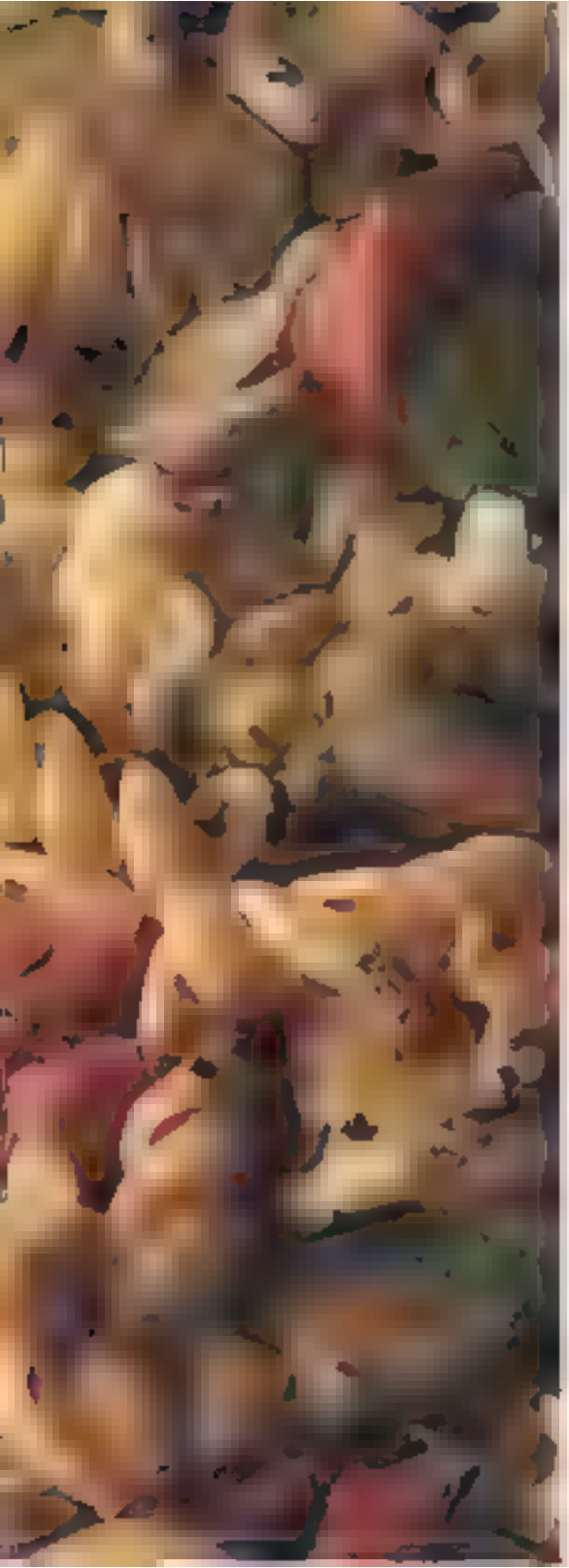
CHEESY SHRIMP BISQUE

MAYAN MAIZE SOUP

FRUIT COZIES







VEGETABLES

SPRING GARDEN MEDLEY

CHEESY TATER TOPS

GARDEN GLORY VEGETABLES

VEGETABLES CANCUN

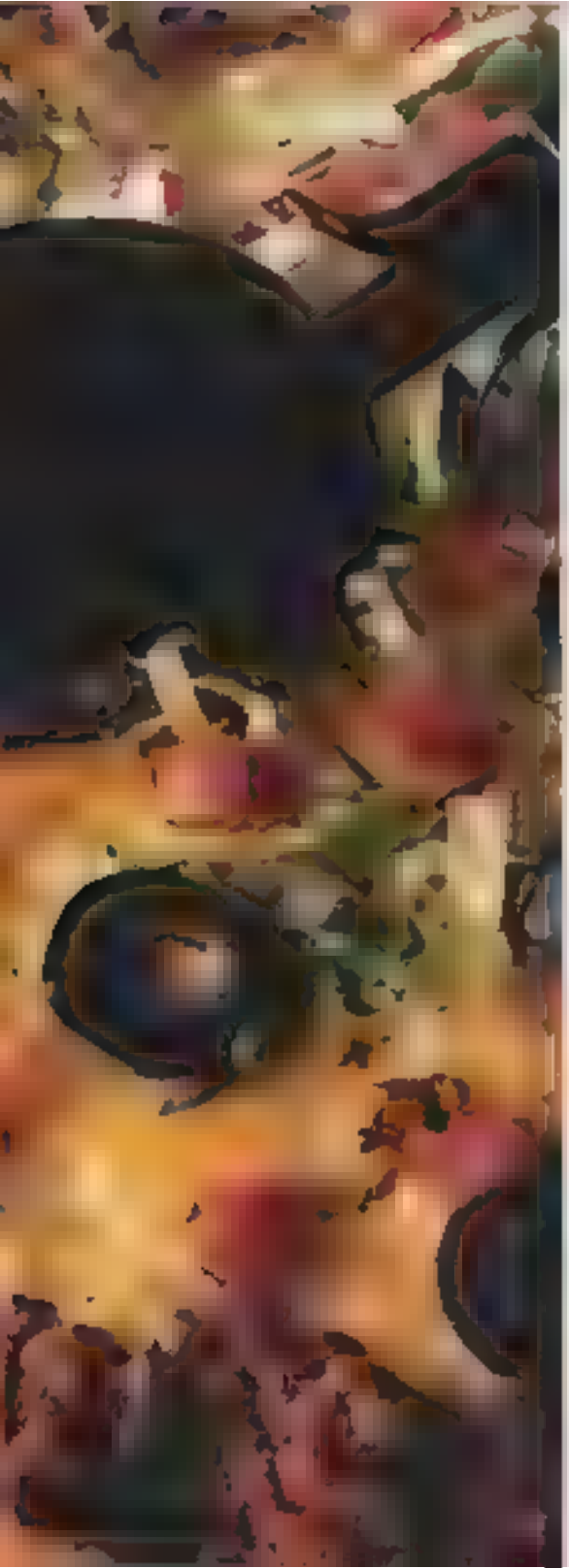
POTATO DANDIES

TEX MEX VEGETABLE MIX

AUTUMN CORN BAKE

SPICY BEAN TOSS

VEGETABLES FROMAGE



ENTRÉES

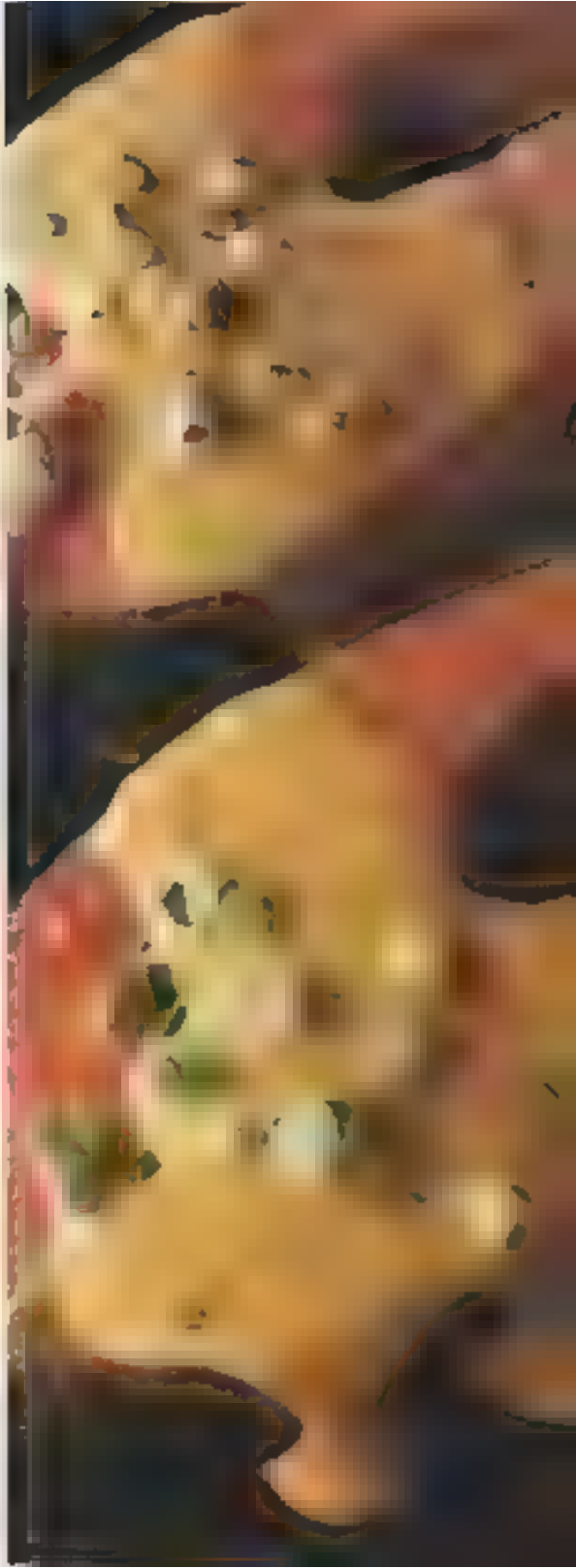
TASTY TACO PIE

SCALLOPS EXCEPTIONAL

SHRIMP MILANO

POULET GOURMET

SAVORY SALMON STEAKS



GOLDEN CHICKEN BAKE

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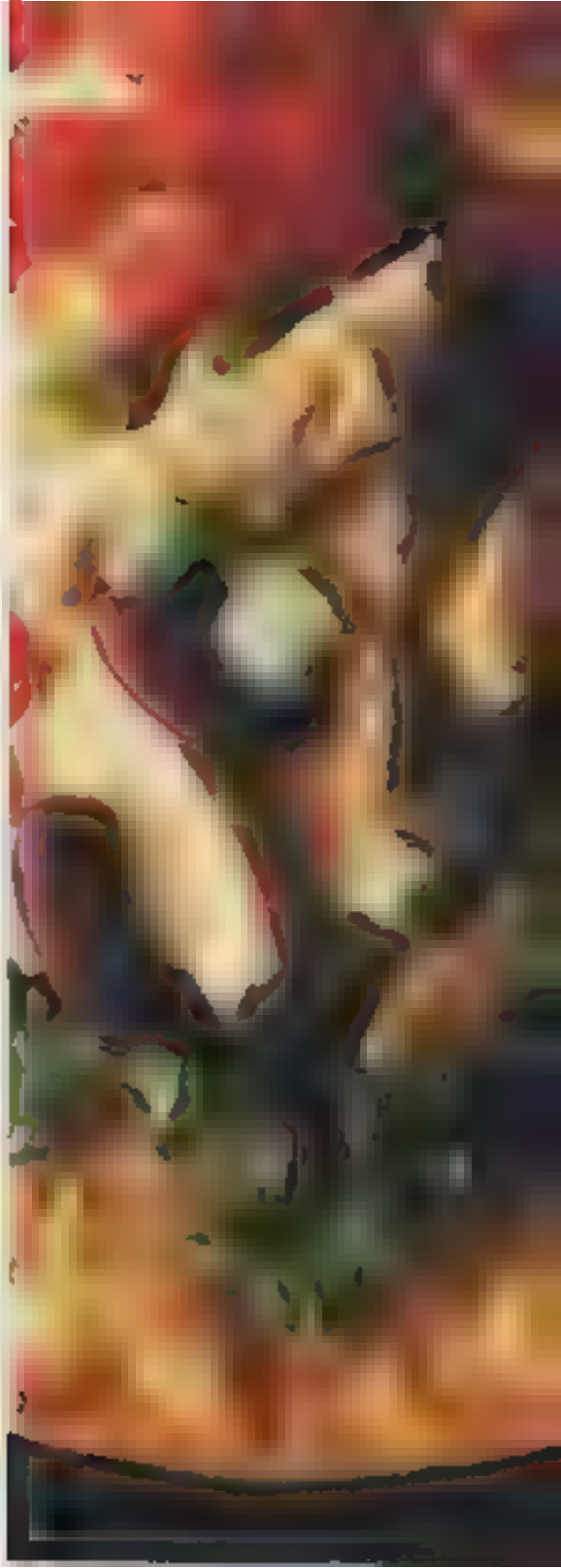
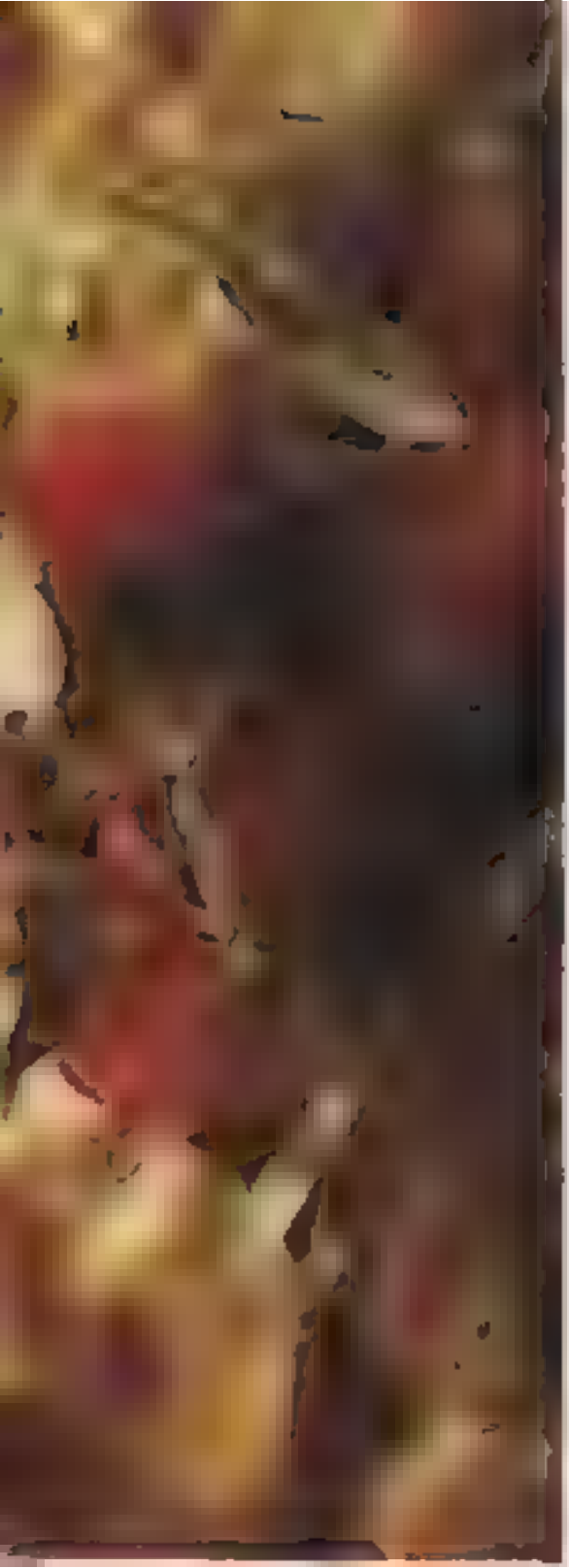
TOSTADAS BRAVADO





EGGS

EGG DRIFTERS

[illegible] chopped
[illegible] HEFTY Bowl
Processor Speed
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[illegible] KRAFT Real Mayonnaise
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[illegible]
[illegible] KRAFT Pure
[illegible]
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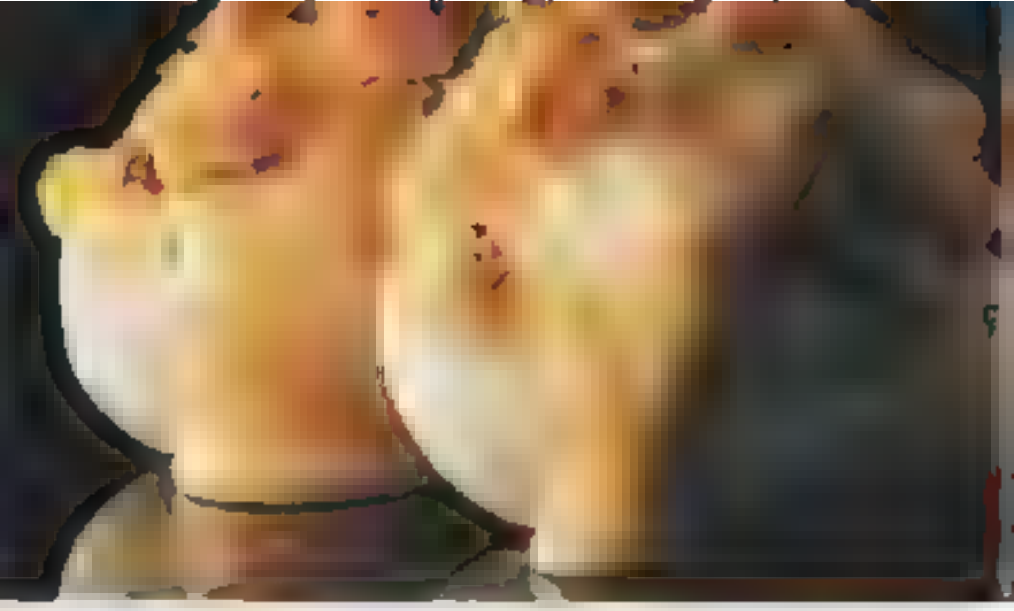
[illegible]
[illegible]

[illegible] Spoon into [illegible] baking dish
Bake at [illegible] minutes
[illegible] Top with [illegible]
[illegible] Tuna, rolled with egg
[illegible]

4 servings



TUNA EGG-STRAVAGANZA

EGGS EL DIABLO

SCRUMPTIOUS SCRAMBLERS

WIN $10,000
IN THE VELVEETA RECIPE CONTEST!
OFFICIAL CONTEST RULES

1. Hand-print or type your name, address (zip), telephone number, recipe name and category on 3" x 5" paper or use attached entry form. Hand-print or type your complete recipe for the category of your choice on one side only of 8½" x 11" plain paper. The recipe must include a minimum of one half pound of VELVEETA Pasteurized Process Cheese Spread, Original or Mexican loaf, or 4 VELVEETA Slices Regular or Extra Thick. Six winners will be selected, one grand prize winner chosen from a category listed below and one winner from each of the categories.

Entrees	Vegetables
Snacks & Appetizers	Eggs
Soups & Sandwiches	

2. Enter as many recipes as you wish, but mail each entry separately and include with each entry the proof-of-purchase (panel which shows the product name and nutritional information) from any package of VELVEETA Pasteurized Process Cheese Spread products.

Mail to: **VELVEETA Recipe Contest**
P.O. Box 5541, Chicago, IL 60680-5541

3. Contest starts 9/29/87 and ends 2/1/88. All entries must be received by 2/1/88. Kraft is not responsible for lost/late mail. Entries are Kraft, Inc. property, none will be returned. No correspondence will be acknowledged or entered into.

4. All recipes must be contestant's original creations. No previously published recipes known to the judges will be considered. Recipes must include ingredients listed by exact standard U.S. measurements, complete, clear preparation instructions, pan sizes, time, temperature and number of servings. Ingredients should be readily available. Only legible entries will be eligible.

5. Entries meeting the requirements of Rules 1 through 4 will be judged by an independent judging organization. A panel of nationally recognized food experts

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"Creative Cooking With VELVEETA" Recipe Contest
Recipe Contest Entry Form

Please enter my recipe in the "Creative Cooking With VELVEETA" Recipe Contest.

Name: _____

Address: _____ Apt: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Recipe Name: _____

Recipe Category (check one)

____ Entrées ____ Soups and Sandwiches ____ Eggs

____ Snack and Appetizers ____ Vegetables

Mail to: **VELVEETA Recipe Contest**
P.O. Box 5541, Chicago, IL 60680-5541

chosen by the judging organization will select the 6 winning recipes. Entries in each of the five categories will be judged on the basis of:

1. Taste
2. Ease of preparation
3. Originality/Creativity
4. Appetizing Appearance
5. Appropriate use of VELVEETA Products

All judges' decisions are final. Winners will be notified by mail no later than 6/15/88.

6. Prizes. The grand prize winner will be awarded $10,000 in cash plus a trip to Chicago. Trip consists of 4 days and 3 nights (8/18/88-8/21/88) for two (grand prize winner and companion). Includes round trip First Class airfare between major airport nearest winner's hometown and Chicago, transfers, deluxe double room accommodations, limo sight-seeing tour. Trip value up to $5000. Trip must be taken weekend starting 8/18/88. Failure to accept this condition by 7/15/88 forfeits the trip to an alternate winner. Travel accommodations are Kraft's choice. All 6 winners' recipes and photos will be featured in a September 1988 issue of USA TODAY newspaper. Category winners (5) will each be awarded $1000 cash.

7. Limit one prize per household. No prize transfers/substitutions. By entering the contest, winners agree to the use of their names, likeness and entry recipe or title, in any form for publicity, advertising and/or trade purposes by Kraft, Inc. and its agencies without additional compensation. Winners acknowledge that Kraft, Inc. is the owner of the recipe with all accompanying rights and may alter or amend it to meet the Kraft recipe standards.

8. Contest is open to residents of legal age of USA, Puerto Rico and APO/FPO addresses. Void where prohibited or restricted by law. Employees of Kraft, Inc., its affiliates, advertising, promotion and publicity agencies, judges and their immediate families living in the same household are not eligible. Excluded also are professionals such as chefs, food editors, home economists and educators who are involved in the preparation of food or recipes and those living in a household with such a professional. Affidavit of eligibility and release may be required. ALL FEDERAL, STATE, LOCAL LAWS AND REGULATIONS APPLY. Applicable taxes are winners' responsibility.

9. For a list of winners, send a self-addressed stamped #10 size envelope to: VELVEETA Recipe Winners, P.O. Box 8229, Chicago, IL 60680-8229.

Mail to: **VELVEETA Recipe Contest**
P.O. Box 5541
Chicago, IL 60680-5541

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For an extra copy of Creative Cooking With Velveeta, please send proofs of purchase* from one 2-lb. package of Original VELVEETA Pasteurized Process Cheese Spread OR two other VELVEETA products (one can or much of the Original or Mexican Regular or Extra Thick Slices) plus 50¢ for postage and handling to:

Creative Cooking With Velveeta
P.O. BOX 8146
Clinton, Iowa 52736

Void where prohibited, taxed or restricted by law. Please allow 6-8 weeks for delivery. Offer good while supply lasts. Offer good in USA, its territories and military addresses.

*A proof of purchase is the complete side panel from a carton that shows the product name, net weight statement and "Best When Purchased By" date.

Recipes were developed by the Kraft Kitchens.

Special thanks to: Dorothy A. Garrett, Lori S. Harmon, Catherine Herskers, Charlene J. Pengilly

Photographs by Joseph C. Hyde

VELVEETA

You brighten everything you touch.

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